

IV. A. Summary of Storm Water Education

The City understands the importance of storm water education. Considerable effort is put toward our environmental outreach programs, resulting in the public's increased awareness of environmental issues.

Chloride

City support was provided to the Santa Clarita Valley Sanitation District (District) throughout the past year for public outreach to keep the public informed on the Chloride Total Maximum Daily Load (TMDL). The City provided support to the District for the release of the Notice of Preparation for the draft Environmental Impact Report which analyzes potential projects to comply with the Chloride TMDL. The City also continued support of the Sanitation District's efforts to eliminate existing Automatic Water Softeners (AWS) in the community thru the implementation of an AWS Ban Enforcement Program. Residents have continued to remove their softeners and over 7869 AWS have been removed to date.

Used Motor Oil

The City of Santa Clarita utilizes the State's Used Motor Oil Block Grant for promoting programs that educate residents on proper disposal methods of used motor oil and filters. Over the past fiscal year, the City utilized the Block Grant funds to increase outreach efforts to educate the public on the proper disposal of used oil. The outreach highlighted the Used Oil Program, including information on preventing storm water pollution by not disposing of used oil/filters into the trash or stormdrain system, and encouraging do-it-yourselfers to take their used oil/filters to recycling centers. Emphasis was placed on advertising State-certified collection centers where used oil and filters can be dropped off free of charge. For the first time, the City used grocery cart ads as a method of outreach. The City ran ads in both English and Spanish, and increased air time of ads run on Cable TV channels including A&E, Comedy Central, Discovery Channel, ESPN, ESPN2, ESPN Deportes, History Channel, Spike TV, Syfy, TLC, Cartoon Network, VH1, Galavision, Fox Sports West, Fox Deportes, Prime Ticket, and Speed Channel. Ads were also published in The Signal Newspaper, the City's Seasons catalog, Magazine of Santa Clarita, Our Valley Magazine, and Santa Clarita Free Classifieds. Additionally, Block Grant funds were used to contract with Curbside Waste Management (Curbside WM) to offer free residential pickups of used motor oil and filters.

River Rally

Each year, community members volunteer to participate in the City's River Rally event to collect trash from a portion of the river bed. Sponsors of this event and other environmental organizations staff booths at the event to promote environmental stewardship. The City booth distributes information on a variety of storm water related issues including proper household hazardous waste disposal, proper

disposal of used motor oil and filters, prevention of storm water pollution, and river stewardship. Outreach material promoting the River Rally event was released via The Signal newspaper, Seasons magazine and the City's award winning website "Green Santa Clarita" (<http://greensantaclarita.com/>). Over 1400 volunteers attended last year's River Rally. The event is becoming more popular every year, with groups participating from schools, churches, scout troops, non-profit organizations and families.

Neighborhood Clean-Up Program

The City and our residential franchised hauler continued a program called the Neighborhood Clean-Up Program. This program allows neighborhoods to apply for and receive two 40-yard roll-off containers for neighborhood clean up events. Of these containers, one is reserved for recycling and one is reserved for waste. In 2011, three of these neighborhood clean-ups were conducted in various parts of Santa Clarita.

Schools

Each year, staff offers presentations to school children utilizing the Enviro-scape model to demonstrate that actions such as littering, excessive pesticide application, not picking up after pets, and washing grass clippings into the gutter affect our rivers and oceans. As part of the demonstration, safe, non-toxic substances (such as Kool-Aid mix, cocoa mix, crushed pepper, etc) act as props for pollutants such as pesticides, fertilizer and trash. A spray bottle filled with water is used to demonstrate how rain can cause these pollutants to run into our rivers and oceans. This model gives students an opportunity to visually make the connection between their daily actions and the water quality of the Santa Clara River. This year, this presentation was given to Santa Clarita Elementary School's GATE (Gifted and Talented Education) Program students. As a result of the presentation, the GATE students constructed a rain garden on school property to further understand and teach others about water quality.

Earth Arbor Day

The annual Earth Arbor Day event was conducted on April 14, 2012. City staff manned the Environmental Services booth and was available to answer questions and distribute informational brochures. Environmentally themed giveaways were also made available at the event which was free and open to the public. Staff had many one-on-one discussions with residents at this event regarding various topics. Environmental Services staff prides themselves with always taking time with each person to explain various water quality and storm water issues related to their concerns.

Business Waste

The City continued its Conditionally Exempt Small Quantity Generator Program (CESQG, often referred to as “squeegee”) to assist businesses that generate small amounts of hazardous materials. The materials include motor oil and filters, florescent light tubes, batteries, paint and other chemicals. Many small businesses are faced with high costs to dispose of chemicals they generate in a lawful and environmentally friendly manner. By having the City's Door-To-Door Household Hazardous Waste contractor provide this service, the City has negotiated a reasonable rate for collection of these materials. The cost of this program is paid for by the business that requests the service, with the exception of businesses that generate used oil and filters which is covered by the State's Used Motor Oil Block Grant funding through CalRecycle. Both programs effectively prevent pollution from entering the storm drain system.

Safe & Secure Collection Event

The Los Angeles County Sheriff's Department and City of Santa Clarita teamed up in the fall to host a Safe and Secure Collection Event held in the College of the Canyons parking lot. The purpose is to give Santa Clarita residents an opportunity to drop off, free of charge, personal documents for shredding, electronic waste for recycling, and medications for proper disposal. The event also serves as a means to educate residents about the importance of disposing of documents and computer parts that could put them at risk for identity theft. The importance of disposing of old medications properly was also stressed so as to not get into the hands of children or flushed down the toilet to pollute our local waterways. At this years event there were over 800 participants. Four large trucks were packed to capacity with over 2000 boxes of paper documents, totaling approximately 36 tons. Forty large cartons of medicine were collected, as well as an estimated 18,000 pounds of e-waste.

Sharps Program

In 2009, the City introduced the Sharps Program which allows residents to conveniently and responsibly dispose of needles, lancets, syringes and other Sharps from their homes. This service is offered through the City's franchised residential hauler, Waste Management. On an annual basis, one free Sharps Mail-Back container is delivered by Waste Management to residents who are enrolled in the program. A second container is available to residents at a cost of \$5.00. Senior citizens who are enrolled in the program receive two free containers per year; a third container is available at a cost of \$5.00; fourth and subsequent containers are available at a cost of \$30.00. In addition to returning the container by mail, residents can also drop off their Sharps container at a S.A.F.E. Collection Center or at a Household Hazardous Waste Round-Up Event. To date, 700 households are participating in this free program.

Manure Recycling Program

Proper containment and disposal of manure prevents polluted runoff by averting rainwater from mixing with manure piles. In 2009, the City partnered with our franchise residential waste hauler, Waste Management (WM) to provide free manure pickup and recycling. The convenient program is free and reduces odors and flies. Residents can contact Waste Management for unlimited free green waste containers, and unlimited free watertight carts for the disposal of green waste and manure. Commercial size carts are also available from Waste Management for purchase. A newsletter is mailed annually to all horse properties in the City to continue promoting this program. Information on the program was added to the City's 2012 Green Guide and included on the City's GreenSantaClarita.com website. This year, 1431 tons of manure was recycled.

IC/ID Inspectors

The City's IC/ID inspectors have distributed educational brochures for specific illicit discharge events (i.e. cement, automotive, carpet cleaning, paint, landscape, etc.) in an effort to further enhance their enforcement. Environmental Services has also provided a significant number of advertisements and anti-dumping messages through used motor oil recycling and household hazardous waste programs.